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Apple World Wide Developer’s Conference Notes

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- Apple developers at the WWDC were very pleased with what they saw yesterday.
 - Day 1 of the conference was mostly a ‘pep rally’ with few educational seminars, but developers we spoke with saw benefits in all of the announcements made.
 - Price cuts across a range of products were favorably received.
 - This year’s WWDC did not have any unexpected or blockbuster product introductions: “it was more evolutionary than revolutionary,” which was still good.
 - No one appeared too surprised or upset that Steve Jobs did not make an appearance.
 - It would have been a nice boost but wasn’t expected.
 - New tools released for the iPhone by Apple will make it easier for developers to find and fix software bugs.
 - From the perspective of developers, this was probably the biggest headline of the day. The new tools will allow them to get Apps to market much faster.
 - Mac OS X Snow Leopard received very favorable reviews from developers who expect that it will put Apple in a stronger competitive position.
- Most of the discussions centered around iPhone apps, and the upgrade of the operating system to 3.0 which includes a number of important advances.
 - The new iPhone 3G S and operating system includes a greatly improved camera and, more importantly, bar code scanning capabilities.
 - Developers we spoke with expect that scanning capabilities will be critically important in a range of new consumer product Apps that will quickly come to market this Fall.
 - Among the “cool, new” features made possible in the 3G S are:
 - In the event you lose your phone, you will have the ability to pinpoint its location by going into MobileMe and also wiping data off the device, if need be. (This application may also be used by spouses and significant others to verify a person’s location.)
 - The new ability to sell within Apps will allow consumers to upgrade quickly and easily to higher functionality, and should be a boon to application developer’s revenues.

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